

ORDER



Orders
Order / Rev: 707901
Alt Order #: 06287690
Product Desc: MAJORITY PAC
Estimate: 1639
Flight Dates: 08/21/12 - 08/31/12
Original Date / Rev: 08/20/12 / 08/20/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Senate Majority PAC
Demographic: A35+
Product Codes: IS-Candidate/US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/20/12	08/26/12	33	\$40,150.00	\$34,127.50
08/27/12	09/02/12	34	\$39,950.00	\$33,957.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	33	\$40,150.00	\$34,127.50	0.00
September 2012	34	\$39,950.00	\$33,957.50	0.00
Totals	67	\$80,100.00	\$68,085.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	08/21/12	08/24/12	Days of Our Lives Days of Our Lives	CM	1p-2p	- TWTF - -	:30	4	\$400.00	P-5	0.00	NM	4	\$1,600.00
DAYS OF OUR LIVES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 - TWTF - - 4 \$400.00 0.00															
E 2	WKYC	08/21/12	08/31/12	M-F 2-3p Rachel Ray	CM	2-3p	- TWTF - -	:30	1	\$250.00	P-5	0.00	NM	2	\$500.00
RACHAEL RAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 - TWTF - - 1 \$250.00 0.00 Week: 08/27/12 09/02/12 - TWTF - - 1 \$250.00 0.00															
E 3	WKYC	08/21/12	08/31/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF - -	:30	4	\$400.00	P-5	0.00	NM	8	\$3,200.00
DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 - TWTF - - 4 \$400.00 0.00 Week: 08/27/12 09/02/12 - TWTF - - 4 \$400.00 0.00															
E 4	WKYC	08/21/12	08/31/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF - -	:30	4	\$500.00	P-5	0.00	NM	8	\$4,000.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 - TWTF - - 4 \$500.00 0.00 Week: 08/27/12 09/02/12 - TWTF - - 4 \$500.00 0.00															
E 5	WKYC	08/21/12	08/31/12		CM	5p-6p	- TWTF - -	:30	4	\$750.00	P-5	0.00	NM	8	\$6,000.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-6p Dr. Phil											
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	- TWTF--	4		\$750.00		0.00						
Week: 08/27/12		09/02/12		- TWTF--	4		\$750.00		0.00						
E 6	WKYC	08/21/12	08/31/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF--	:30	4	\$2,000.00	P-5	0.00	NM	8	\$16,000.00
				CH3 NEWS @ 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	- TWTF--	4		\$2,000.00		0.00						
Week: 08/27/12		09/02/12		- TWTF--	4		\$2,000.00		0.00						
E 7	WKYC	08/21/12	08/31/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF--	:30	4	\$1,000.00	P-5	0.00	NM	8	\$8,000.00
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	- TWTF--	4		\$1,000.00		0.00						
Week: 08/27/12		09/02/12		- TWTF--	4		\$1,000.00		0.00						
E 8	WKYC	08/21/12	08/31/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF--	:30	4	\$1,400.00	P-5	0.00	NM	8	\$11,200.00
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	- TWTF--	4		\$1,400.00		0.00						
Week: 08/27/12		09/02/12		- TWTF--	4		\$1,400.00		0.00						
E 9	WKYC	08/21/12	08/31/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TWTF--	:30	2	\$2,800.00	P-5	0.00	NM	4	\$11,200.00
				CH3 NEWS @ 11P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	- TWTF--	2		\$2,800.00		0.00						
Week: 08/27/12		09/02/12		- TWTF--	2		\$2,800.00		0.00						
E 10	WKYC	08/21/12	08/25/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	- TWTF--	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
				NIGHTLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	- TWTF--	1		\$3,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WKYC	08/20/12-08/26/12		Nightly News	M-Su 6:28p-7p		- TWThFSa--	:30	(\$3,000.00)	0.00	NM				
See MG 10.2 [political]															
2	WKYC	08/27/12-08/27/12		Nightly News	M-Su 6:28p-7p		M-----	:30	\$3,000.00	0.00	NM				
Ⓜ MG for 10.1 08/25 [mg from Saturday pre-empt]															
E 11	WKYC	08/27/12	08/27/12	Mon Prime B Mon Prime B	CM	9-10p	M-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
				STARS EARN STRIPES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	M-----	1		\$2,500.00		0.00						
E 12	WKYC	08/26/12	08/26/12	Meet the Press Meet the Press	CM	1030a-1130a	-----S	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
				MEET THE PRESS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-----S	1		\$2,500.00		0.00						
E 13	WKYC	08/21/12	08/21/12	Tues Prime Other Tues Prime Other	CM	Various (8:00 PM-10:00 PM)	-T-----	:30	1	\$6,000.00	P-5	0.00	NM	1	\$6,000.00
				AMERICA'S GOT TALENT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-T-----	1		\$6,000.00		0.00						
E 14	WKYC	08/27/12	08/27/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	1	\$400.00	P-5	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	M-----	1		\$400.00		0.00						
E 15	WKYC	08/27/12	08/27/12		CM	4p-5p	M-----	:30	1	\$500.00	P-5	0.00	NM	1	\$500.00

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M-F 4-5p Ellen Degeneres															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	M-----					1	\$500.00		0.00			
E 16	WKYC	08/27/12	08/27/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	2	\$750.00	P-5	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	M-----					2	\$750.00		0.00			
E 17	WKYC	08/27/12	08/27/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	M-----					1	\$2,000.00		0.00			
													Totals	67	\$80,100.00